MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMK 3084 – MARKETING RESEARCH

(All sections / Groups)

17th October 2019
9.00 to 11.00
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **one (1)** page, (excluding this cover page) with **FOUR** (4) questions.

2. Answer **ALL FOUR (4)** questions. The distribution of the marks for each question is given.

3. Please write all your answers in the **Answer Booklet** provided.

Answer ALL FOUR (4) questions.

Question 1

Describe, what is a *causal study* and the THREE (3) conditions of causality. Provide examples for each conditions.

(25 marks)

Question 2

Explain the similarities and the differences between nominal scale, ordinal scale, interval scale and ratio scale with examples.

(25 marks)

Question 3

Develop a 5-point Likert scale for measuring customers' perception of *Internet banking* in Malaysia, with **FIVE (5)** statements.

(25 marks)

Question 4

Discuss the questionnaire design process with an aid of a diagram.

(25 marks)

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